



Seamless payments at the heart of the
customer experience

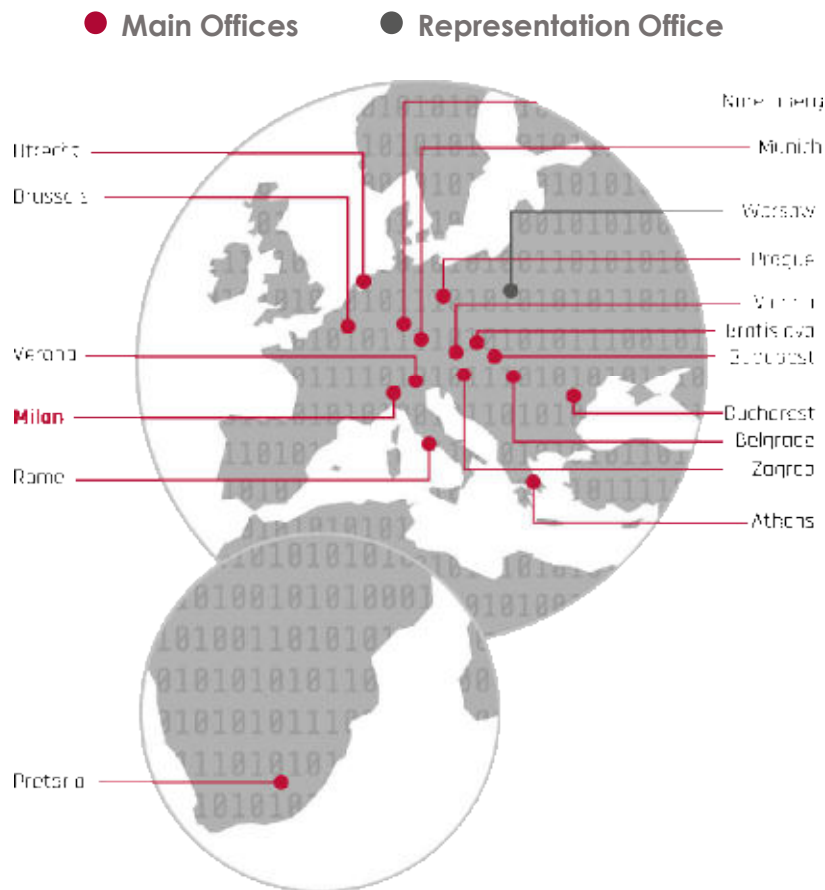
Athens, 24th November 2021

19th
**Bank
Management
conference**

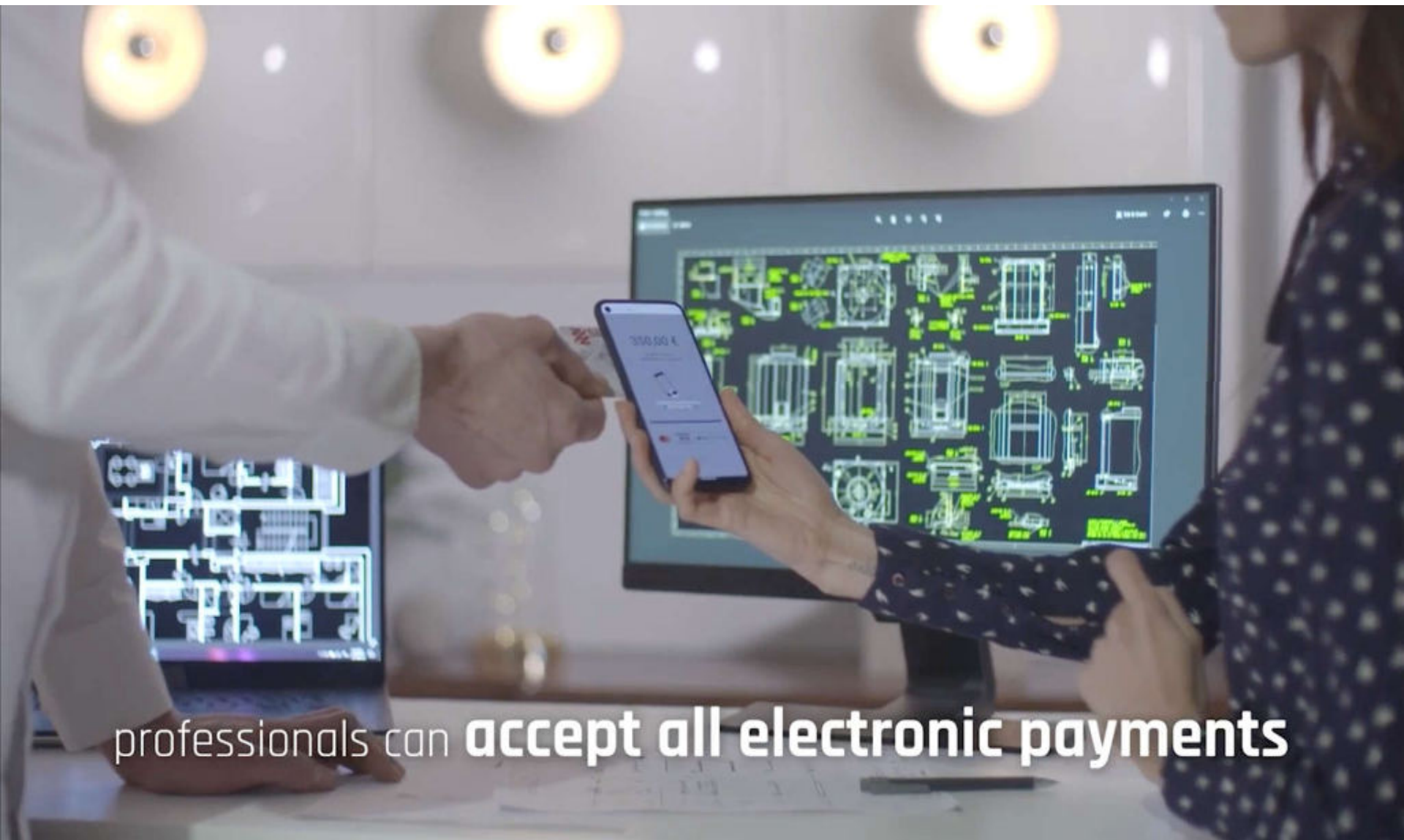
Transforming Banking
Customer Experience



- **#1 card processor** in **Italy & Central-South East Europe**
- **Card & Merchant Solutions:** **17.3 billion** issuing and acquiring transactions
- **40% EU payment** processing for **4,800+ banks** through EBA Clearing
- **Digital Payment Solutions:** **18.3 billion** transactions
- **Around 30 Central Institutions** across Europe, the Middle East, North America, Africa and Oceania



- **Key role** in **enabling** and **supporting** double digit growth of **electronic transactions in Greece**
- **600+ million** transactions/yearly
- **6.3+ million** credit and debit cards
- **Dedicated card mgmt. excellence centre**, as service **hub for clients**
- **Continuous investment in innovation**
- **Strong hiring plan** to attract the **best young talents in Greece** (45 specialists initially, doubled by 2022)



professionals can **accept all electronic payments**

- **Customer centric approach**, oriented to a flexible and simple UX

- Ability to pay contactless with **cards, smartphone, QR-code, wearable**

- **Native integration with e-wallets** (ApplePay, GooglePay,...)

- **High security standards** with transaction completed in seconds

A close-up photograph of a person's hand holding a smartphone. The screen shows a payment confirmation interface with the amount '350,00 €' and the Visa logo. In the background, another hand is holding a black contactless payment terminal, which is positioned to receive the smartphone's payment signal. The background is slightly blurred, showing what appears to be a retail or office environment.

SIA SoftPOS enables **all contactless payments** to be accepted

- **Simplifying payments acceptance:**

whole process directly on the merchant's Android phone

- **No dedicated hardware needed** (card and PIN acquired on smartphone, c-less transaction)

- **No limits of acceptance:** solution for both high and low amounts, both physical and virtual cards

- **360° visibility on customer data:** CRM insight & interaction empowerment



Merchants also have a **detailed report** on the progress